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TITLE: STRENGTHENING THE PARTICIPATION OF WOMEN IN RURAL COMMUNITIES FOR THE DEVELOPMENT OF ECOTOURISM SERVICE ENTERPRISES AND SUSTAINABLE BUSINESS MODELS ON THE COAST OF VERACRUZ, MEXICO

PROJECT BRIEF

The project will be implemented in the State of Veracruz, Mexico, in the Gulf of Mexico area. It will strengthen conservation efforts of mangrove and flood forest ecosystems, as a follow-up of two previous projects implemented with ITTO. The project will include community groups established during those two projects, and extend them to four ecotourism groups, and five women groups will be established, four of which will be directly associated with ecotourism. The development objective of the project is to build women's and men's capacity, through organised groups, to achieve sustainable use of mangroves and flood forests, thus ensuring their ecosystem services and contributing to the social and economic sustainability and wellbeing of the local communities. The objective of the project is to use a participatory approach to build a mechanism with women and men, to strengthen and train four ecotourism groups and five groups of organised women in the short term, and in the medium term to create a meeting and training space for women and a permanent community ecotourism school. It will actively promote women's involvement and their incorporation into ecotourism groups by training them in administration, client support and the sale of food and arts and crafts (including fulfilling their expectations), by establishing points of sale associated with ecotourism, as well as other forest-related sustainable activities.

Spaces and training will be designed with a gender approach, to provide security and personal development, thus facilitating their integration into production systems. The 'Women's House' (Casa de la Mujer) will be strengthened as a meeting and training place for women (in the La Matamba township, at Jamapa). Four community ecotourism groups (and an associated women's group) will be trained holistically and differentially, using a set of strategies including the participatory development of a community ecotourism curriculum jointly with the beneficiaries, a Permanent Community Ecotourism School at the settlement of one of the groups (Ecoguías La Mancha en Movimiento) with a view to project sustainability, the involvement of more experienced groups to ensure woman-to-woman and farmer-to-farmer training, the production of support material for courses / workshops, produced either by the classes or *ad hoc* material, and daily in-group assessment as guidance to improve their activities and inter-group interaction through a network.

Each group of women will acquire the skills needed to execute at least two projects either on best practice or more specific projects within the ecotourism group. Furthermore, they will have an active role in meetings, activities and courses that will help them as well as other women in the local community make progress in their awareness, training and self-esteem. Each ecotourism group will have environmental education and awareness building projects to carry out with girls and boys from their local schools, with other groups, besides their own ecotourism work with tourists, i.e. well marked out paths, knowledge of their ecosystems and their operation, including awareness building on best environmental practice.

LIST OF ABBREVIATIONS AND ACRONYMS

CONAFOR	Comisión Nacional Forestal (<i>National Forest Commission</i>) (Federal Government - SEMARNAT)
<u>CONAGUA</u>	<u>Comisión Nacional del Agua (<i>National Water Commission</i>) (Federal Government - SEMARNAT)</u>
CONANP	Comisión Nacional de Áreas Naturales Protegidas (<i>National Natural Protected Area Commission</i>) (Federal Government - SEMARNAT)
<u>CONAPO</u>	<u>Consejo Nacional de Población (<i>National Population Council</i>)</u>
<u>CONEVAL</u>	<u>Consejo Nacional de Evaluación de la Política de Desarrollo Social (<i>National Council for the Assessment of the Social Development Policy</i>)</u>
<u>FMCN</u>	<u>Fondo Mexicano para la Conservación de la Naturaleza (<i>Mexican Fund for the Conservation of Nature</i>)</u>
INECOL	Instituto de Ecología A.C. (<i>Institute of Ecology</i>) Public research centre.
INECC	Instituto de Ecología y Cambio Climático (<i>National Ecology and Climate Change Institute</i>) (Federal Government - SEMARNAT)
<u>INEGI</u>	<u>Instituto Nacional de Estadística y Geografía (<i>National Statistics and Geography Institute</i>)</u>
ITVER	Instituto Tecnológico de Veracruz (<i>Institute Technology of Veracruz</i>) (Public education and research centre)
<u>LGEEPA</u>	<u>Ley General del Equilibrio Ecológico y Protección al Ambiente (<i>General Law for Ecological Balance and Environmental Protection</i>)</u>
PARES A.C.	Civil society organization for consultancy services
PLADEYRA	Consultancy firm
<u>PROFEPA</u>	<u>Procuraduría Federal de Protección al Ambiente (<i>Federal Office for Environmental Protection</i>)</u>
SEMARNAT	Secretaría de Medio Ambiente (<i>Secretariat of Environment</i>) (Federal Government)
SEDEMA	Secretaría de Medio Ambiente (<i>Secretariat of Environment</i>) (Veracruz State Government)
SECTUR	Secretaría de Turismo y Cultura (<i>Secretariat of Tourism and Culture</i>) (Veracruz State Government)

PART 1. PROJECT CONTEXT

1.1 Origin

In Mexico mangrove forests cover approximately 524,600 hectares, of which 57,713 hectares are found in the State of Veracruz, on the coast of the Gulf of Mexico. Coastal flood forests are generally found in association with mangroves, in very low salinity flood areas. ITTO has provided support for two projects implemented on the coast of Veracruz: "Criteria for the Management of Mangrove and Flood Forests in the Central Coastal Plains of Veracruz, Mexico: A Community Management Tool" **PD349/05 Rev.(2)F** and "Environmental evaluation and economic valuation of ecosystem services provided by coastal forests (mangroves, tropical seasonally flooded forests, tropical forests and scrub on dunes) and their agricultural replacement systems, on the central coastal plain of Veracruz, Mexico" **RED-PD 045/11 Rev.2 (M)**. These projects mapped coastal wetlands located in various municipalities, evaluated ecosystem services including carbon sinks, water storage and flood containment, material supplies and water purification. Their economic value was calculated and mapped as part of a management tool for decision-makers. These projects produced a variety of materials for dissemination and training support. Of the community projects organised, the most successful were ecotourism ones (Ecoguías La Mancha en Movimiento and Rio Soteros-Ciénaga del Fuerte), which sustainably used these forests and seasonally flooded forests, also providing a livelihood for the local communities. Women were involved in these projects through support to ecotourism activities, nurseries, and arts and crafts. However, their involvement did not gather momentum. This requires more integrated work with women's groups, based on a gender approach, and creating an identity and empowerment that helps them grow and really become a part of these groups, as well as having their own gainful activities. This project will examine this experience and extrapolate it to other groups, on the basis of significant sharing among the groups.

1.2 Relevance

1.2.1 Conformity with ITTO's objectives and priorities

The fundamental issue to be examined by the REDDES programme is the lack of skills of stakeholders in ITTO producer member countries in maintenance and strengthening of environmental services provided by tropical forests, which are meant to reduce deforestation and forest degradation. This project is fully compatible with this thematic programme: **REDUCING DEFORESTATION AND FOREST DEGRADATION AND ENHANCING ENVIRONMENTAL SERVICES IN TROPICAL FORESTS (REDDES)**.

More specifically, it contributes to the following ITTO objectives:

- a) Objective c: (To contribute to sustainable development processes);
- b) Objective f: (To promote and support research and development with a view to improving forest management and efficiency of wood utilization as well as increasing the capacity to conserve and enhance other forest values in timber producing tropical forests);
- c) Objective j: (To encourage members to support and develop industrial tropical timber reforestation and forest management activities as well as rehabilitation of degraded forest land, with due regard for the interests of local communities dependent on forest resources); and
- d) Objective l: (To encourage sustainable utilization and conservation of timber producing forests and their genetic resources and maintaining the ecological balance in the regions concerned).

Furthermore, the project is consistent with the objectives of the REDDES Thematic Programme:

- reduce unplanned deforestation;
- reduce forest degradation;
- maintain and enhance climate change mitigation services and other environmental services provided by tropical forests;

- contribute to the social and economic sustainability and well-being of forest-dependent communities by increasing forest values through forest restoration and rehabilitation, as well as payments for forest-based environmental services; and
- enhance adaptation and resilience of tropical forests to negative effects of climate change and human-induced impacts.

Also, the project supports the ITTO Guidelines on Gender Equality and Empowering Women (GEEW) by ensuring gender mainstreaming and promoting gender equality in project activities. Particularly, there are currently no forest management or firewood collection activities in mangrove and flood forests, so women are losing ties with these ecosystems. Gender equality and the empowerment of women are essential to achieve sustainable forest management, in particular the sustainable management of tropical forests, which in this case focuses on the conservation of ecosystem services and non-timber uses such as ecotourism and honey production, among others. These are new activities for women, so their insertion and training are necessary to achieve empowerment. In each work area where women are sought to be incorporated into the ecotourism industry, a critical evaluation of gender roles and relationships will be carried out through a questionnaire and a series of interviews, which will facilitate a better definition of the methods of incorporation into new activities. In accordance with element 2 of the GEEW guidelines, gender equality will be addressed throughout the project, and specifically when working with women, the “gender perspective” will be addressed in order to transform their situations by changing (transforming) their roles and giving them training and production alternatives while creating organizations and networks. The project will also be consistent with element 5 of the GEEW guidelines, and will work on learning about gender equality and the empowerment of women as part of their knowledge management activities, sharing experiences and lessons learned, and extending good practices derived from different situations.

With regard to the Guidelines for Environmental and Social Risk and Impact Assessment in ITTO Projects (ESIA), the project supports the ESS3 objective by promoting community-based management of natural resources, specifically mangrove and flood forests, as well as the ESS6 objective as the proposal will help to regulate greenhouse gas emissions by preventing cattle-raising in wetlands and by maintaining and enhancing carbon reservoirs. The proposal will encourage the conservation of ecosystem services provided by these forests and will promote alternative economic activities that will benefit both men and women in the local communities.

The results of this project will help build the capacity to develop and implement incentive policies and mechanisms in order to maintain coastal forest environmental services and benefit forest land owners; furthermore, the results will benefit users and their business activities by creating sustainable coastal tourism. Participatory processes will be used to strengthen the capacity of forest landowners to promote and expand environmental services on the basis of the sustainable management of tropical forests, as well as their restoration.

1.2.2 Relevance to the submitting country’s policies

The Mexican institutions directly involved in wetland (mangroves and flooded forests) protection or policy making include the National Forest Commission (Comisión Nacional Forestal, CONAFOR), the Federal Environmental Protection Attorney (Procuraduría Federal de Protección al Ambiente, PROFEPA), the National Water Commission (Comisión Nacional del Agua, CONAGUA), the National Ecology and Climate Change Institute (Instituto de Ecología y Cambio Climático, INECC), and the National Commission for Natural Protected Areas (Comisión de Áreas Naturales Protegidas, CONANP), all of which answer to the Secretariat of the Environment and Natural Resources (Secretaría de Medio Ambiente y Recursos Naturales). The Secretariat of the Environment (Secretaría de Medio Ambiente, SEDEMA) operates at the State level.

In Mexico, mangroves are protected by the General Law of Ecological Balance and Environmental Protection, LGEEPA) (DOF. 13-XII-96) and by the Criminal Codes for the Federal District and for the Federal District in Matters of Common Interest, which provide and

impose both administrative and criminal penalties for those found guilty of acting against mangroves (Sections 416 and 418). In particular, mangroves are protected by provision LTER 64. Other applicable provisions include: the Law on Sustainable Forest Development, the National Waters Law and its Bylaws, the General Wildlife Law, the LGEEPA Regulations on Environmental Impact Assessment and Ecologic Management and official Mexican standards NOM-059-SEMARNAT-2001 and NOM-022-SEMARNAT-2003 relating to protected species and mangrove preservation, conservation and restoration respectively. Today, mangroves are considered an endangered species. No standards, laws or bylaws protect flooded forests or coastal dune forests.

The National Development Plan (Plan Nacional de Desarrollo) states that sustainable development is a fundamental pillar for this six-year period. Its Cross-cutting Strategies seek to implement a gender perspective in every programme, while one of its goals is to achieve an inclusive Mexico.

The General Law for Equality between Men and Women regulates and ensures equal opportunity and treatment of both men and women. INECC's Climate Change Strategy provides three strategic axes for the adaptation to climate change: (a) To reduce society's vulnerability and strengthen its resilience to the impact of climate change; (b) To reduce the vulnerability and strengthen the resilience of strategic infrastructure and production systems to the impact of climate change; and (c) To conserve and sustainably use ecosystems and preserve the environmental services they provide. These approaches focus on (i) Ecosystem-based Adaptation (EbA); (ii) Human communities-based Adaptation; and (iii) Disaster risk reduction. In this respect, the conservation and restoration of wetlands and their environmental services is a fundamental axis for a country with a coast that stretches over 11,000 km.

1.3 Target area

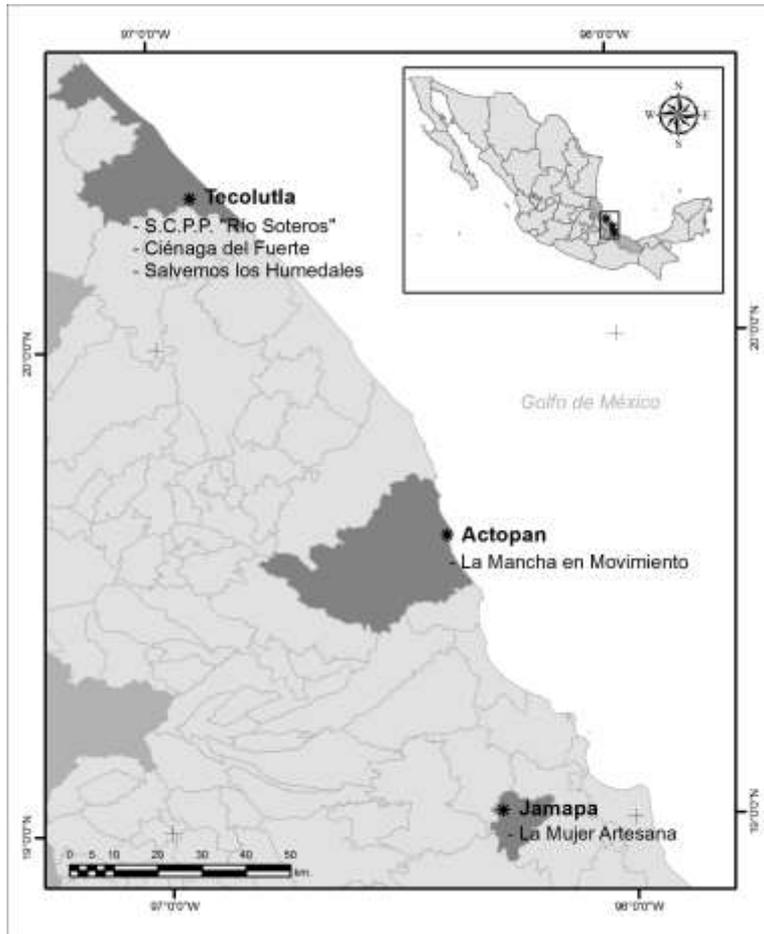
1.3.1 Geographic location

The project is situated in the State of Veracruz, in the Gulf of Mexico, whose coast is one of the most vulnerable in the country, because of its length, low-lying coastal plains and because it is at the landing point for hurricanes. It is the third most populous State in Mexico and has the highest population in the coastal area. The State has over 700 km of coastline, and vast coastal plains bordered by the heights of the Sierra Madre Oriental. It provides 26.7% of running water from the highlands, which flows down towards the lowlands and eventually to the sea, with several mighty rivers. The climate is hot, with annual rainfall ranging from 1,200 to over 3,000 mm; the rain contributes large quantities of water to these water flows. The area situated at least 50 metres above sea level covers 27,874 km² (i.e. 39% of the territory). 64% of the localities (75% of the population) are found on land situated between 0 and 50 metres above sea level, that is to say on flat lands that have undergone intense transformation. These areas are covered by a large number of wetlands formed by mangroves, flooded forests, flooded palm groves and herbaceous wetlands. The National Inventory prepared by CONAGUA (2017) indicates that the State has 94,153 hectares of water bodies (17.3%), 28,595 hectares of mangroves (5.24%), 379,2014 hectares of freshwater wetlands (both tree and herbaceous wetlands) or 69.5%, and 43,370 hectares (7.95%) of established wetlands. Of the seventeen coastal States in Mexico, Veracruz is the third for the area of its wetlands, and the second in the Gulf of Mexico after Tabasco.

Veracruz is one of the states most affected by deforestation and with the smallest area currently under forests and tropical forests which cover between 5 and 10% (according to the sources consulted) of the land. Rural communities are strongly dependent on environmental services and resources provided by tropical forests and forests, and on economic alternatives and improved management practices that enable sustainable livestock farming, profitable silviculture, a healthy environment providing environmental services and better living standards.

The main beneficiaries of the project will be local communities (rural community women's groups, ejidos, community groups) and the regional municipalities which will benefit both directly and indirectly. The target area includes, from north to south, the municipalities of Tecolutla, Actopan and Jamapa, in the centre of the State of Veracruz. The neighbouring target

area covers an approximately 30 km wide strip along the edge of the coast, on the coastal plains, over nearly 300 km of coastline. The experience of the project will become a model to be replicated in areas with similar environmental and socioeconomic features.



The development of a “Women’s House” (Casa de la Mujer) and a “Permanent Training School” will not only help extend the target area but also maintain it over time. Rural communities have few training opportunities for either men or women, so each project needs to start from scratch. This project will foster interaction among women’s groups, and among community ecotourism groups and thus will extend and strengthen the impact of their activities and their interaction with the surrounding environment and ecosystems that support them.

1.3.2 Socio-economic and cultural context

The project will be working mostly in rural areas, with low income communities and some communities living in considerable poverty. There are small landowners and ejido members, and livestock farming is one of the main activities. The table shows some data on the target municipalities, taken from the Intercensus Survey 2015, CONEVAL; Poverty Outcomes at Municipal Level 2010-2015. CONAPO; Marginalisation Indices by Municipality 2015, INEGI; Population and Housing Census 2010. CONAPO; Marginalisation Index by District 1995-2010. These municipalities are affected by significant poverty and a medium to high marginalisation index. Approximately one third of households are headed by women.

Municipality	Population 2010 /2015	Growth Percentage	Men/ Women Ratio	Percentage of population living in poverty 2010 /2015*	Percentage of population living in moderate poverty 2010 /2015*	Percentage of population living in extreme poverty 2010 /2015*	Identifying as Indigenous	Identifying as African Descendant
Actopan	4,0994 /43,388	5.8	96.3	51.7 /54.6*	43.3 /4*	8.4 /7.5*	0	5.12
Jamapa	10,376/ 11,361	9.5	93.7	55.1 /51.7*	41.9 /44.5*	13.2 /7.2*	0	0
Tecolutla	25,126 /23,865	-5	96.1	2010	72.2	48.9	23.3	15.2

Municipality	Total Households	Household Head - Men	Household Head - Women	Marginalisation Index 2015	Area in km2	Density Population
Actopan	12,983	72.4	27.6	Medium	859.5	47.7
Jamapa	3,475	63.5	36.5	Medium	132.4	78.4
Tecolutla	6,929	73.9	26.1	High	535.4	46.9

The situation is the same at the district level within these municipalities, and there is a low level of economically active population (EAP) among women.

Municipality	District	Population 2010	Households	Households with a female head 2010	Population in indigenous households	Illiterate	Average schooling	EAP*	EAP M	EAP F	Marginalisation level 2010
Actopan	La Mancha El Paraíso	7	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d
	Crucero de la mancha	37	13	4	n/d	2	5.5	22	14	8	n/d
	San Isidro	1588	472	129	15	107	7.61	449	362	87	Low
Jamapa	La Matamba	702	211	67	0	90	5.77	234	185	49	High
	Piñonal	384	116	42	5	40	6.07	144	123	21	High
Tecolutla	La Guadalupe	1255	347	93	29	76	7.09	552	382	170	High
	Ricardo Flores Magón	955	256	53	31	46	7.82	396	280	116	Medium
	Tecolutla	4591	1273	353	187	197	7.99	2139	1315	824	High

It is clear that women are involved in all sectors, but to a lesser degree in agriculture and industry. They are more involved in technical, administrative and service areas.

Municipality	Employed Population (%)		Officials, professionals, technicians and clerical workers		Agricultural workers		Industry workers		Merchants and service workers	
	M*	W**	M*	W**	M*	W**	M*	W**	M*	W*
Actopan	76.6	23.4	8.75	23.76	61.97	15.77	14.53	4.98	14.36	52.27
Jamapa	72.5	27.5	10.64	17	28.45	4.6	29.07	5.2	31.48	69.73
Tecolutla	74.7	25.3	6.83	15.34	49.17	4.39	16.01	5.84	27.71	73.21

The project will foster women's involvement in work in their districts, by generating conditions conducive to their incorporation into production and to their financial independence that result in improved household incomes and, therefore, improved living standards and stronger capacities and self-confidence. However, the gender perspective - one of the main axes of the project - will also try to set the foundations so that this involvement of women in work does not translate into what is known as "*double working hours*", i.e. that the woman does all the house chores by herself and is also involved in work. This could become a strong limiting factor for the project. Therefore, the implementation must necessarily include awareness building of the male population in this respect, so that the latter can understand that house work done exclusively by women is a limiting factor for their incorporation into production and, in general, for their personal development.

Also, previous experience with women groups has shown that they much prefer administrative activities within the groups or services (customer service, food sale and arts and crafts) to acting as ecotourism guides. In this sense, their preferences will be taken into consideration when developing courses. Their incorporation should be at the rate and under the conditions most conducive to motivate them to be involved. In this respect, the creation of the Casa de la Mujer at one of the municipalities is a first step towards providing them with a meeting place outside the home or away from places where men gather (e.g. the ejido house), where they feel totally free to express themselves and meet.

1.3.3 Environmental context

Veracruz is one of the most biodiverse states in Mexico, despite the high deforestation rate. It is rich in types and area of wetlands which are found on the vast coastal plains. Several large industrial, tourism and port cities are found on the plains, many of them surrounded by wetlands. The State is highly vulnerable to climate change and, in this respect, wetlands have a major role because of their capacity to reduce flood peaks. Rural inhabitants are more dependent on surrounding ecosystems, and on the resources and services that these provide.

The municipalities in this project feature agriculture and livestock farming, with medium livestock farming significance within the State, as well as sugarcane and grain production (maize, beans) and a diversity of fruits (mango, citrus, watermelon, etc.). Depending on the sector, the three municipalities have a profile associated with services mostly linked to tourism activity at a diversity of levels; to be noted also is the concentration of people employed in the primary sector in the municipalities of Tecolutla and Actopan. In all municipalities, most of the area is under agriculture and livestock farming, and shows high rates of deforestation. Coastal ecosystems are the best preserved, but they are under a lot of pressure. Freshwater wetlands show a diversity of levels of conversion to farming and of dissection for urban and tourism uses, much like coastal dunes. This evaluation is taken from the results of previous ITTO projects ("Criteria for the Management of Mangrove and Flood Forests in the Central Coastal Plains of Veracruz, Mexico: A Community Management Tool" PD349/05 Rev.(2)F and "Environmental evaluation and economic valuation of ecosystem services provided by coastal forests (mangroves, tropical seasonally flooded forests, tropical forests and scrub on dunes) and their agricultural replacement systems, on the central coastal plain of Veracruz, Mexico" RED-PD 045/11 Rev.2 (M)) . Only mangroves are in good condition thanks to their legal protection. Notwithstanding this, wetlands (mangroves, tropical flooded forests and herbaceous wetlands) maintain their interconnection and provide significant ecosystem services to the local population.

The outcomes of the project will help communities, particularly women's groups, generate income to improve their standard of living. They will be able to create partnerships and support networks among the various groups and keep engaging in their activity through the Women's House and the Permanent Training School. These new skills will help them participate in ecosystem conservation and restoration programmes, and prepare them to engage in climate change adaptation activities. The outcomes will be disseminated through participatory workshops, training activities and the implementation of ecotourism projects which will be used also as demonstration areas for the region. Furthermore, the project will organise technical and

dissemination documents, scientific publications and workshops to extend the area of influence and the impact of the project.

1.4 Expected outcomes at project completion

The outcomes of the project include five women's groups and three community ecotourism groups associated with mangrove and flooded forest ecotourism activities, with significant women's involvement through the manufacture of arts and crafts, administration and accounting for the group, manufacture of food for visitors, and sound management practices (including production of honey and Melipona bees, the use of mud-and-sand stoves, management of firewood species in the backyard garden). Community ecotourism, including men and women, will be organised and trained, and will be working actively on interpretative paths in their region, with transparent administration and management, efficient organisation and sound technical explanations during their walks. There will be ecotourism activities in five zones of the Veracruz coast. Women will have specific spaces and tasks in each group, within production activities. To ensure that women's decisions are respected, the spaces and tasks will be decided by them. It is expected that training and confidence-building work will result in their active involvement in all groups.

By the end of the project, women's groups will have developed skills to manage at least two projects either on best forest practice or specific projects in the ecotourism group. Furthermore, they will have an active role in meetings, activities and courses that will help them as well as other women in the local community make progress in their awareness, training and self-esteem.

Each ecotourism group will have environmental education and awareness building projects to carry out with girls and boys from their local schools, with other women's groups, besides their own ecotourism work with tourists.

They will set up a mutual support network to help receive updates, attend fairs and promotional events, and prepare joint advertising and, especially, to understand the differences and similarities in the forests and wetlands where they work. Direct beneficiaries of the project will include 15 to 20 members of each ecotourism groups and their families, as well as the members of women's groups and their families and other neighbouring women. Indirect beneficiaries will include community members and some inhabitants of the municipality who may provide ecotourism-associated services. The project seeks to produce social change in these communities, which will result from improved levels of income and, in particular, from training that will help community members organise to strengthen their livelihoods, work in groups, and conserve and rehabilitate their forests.

The project will be publicised over public media, to disseminate information on ecotourism routes and the training school through printed media and interviews on television and/or radio.

By promoting best practice and the inclusion of local landscapes in ecotourism, the project will help conserve landscape biodiversity, and increase connectivity through corridors; also these trees provide resources to the community to help recover or maintain traditional practices (use of medicinal plants, local foods made with local products, etc.). The project will also help conserve priority ecosystems in the face of global climate change, such as mangroves and flooded tropical forests.

PART 2. PROJECT RATIONALE AND OBJECTIVES

2.1 Stakeholder analysis

Primary Stakeholders of the project include three ecotourism groups and five women's groups. They will be the direct beneficiaries. Indirectly, the project will benefit their families and communities, since their income will permeate to their communities, including contracting some external people. Furthermore, their own activities will raise awareness in the community which will receive environmental education. For the women, meetings will be held with project communities, inviting some women considered to be potential group leaders. For ecotourism firstly, the project will work with group leaders and the most participatory partners, to refine actions and work schedules. Workshops will include all the members of the group. At the end of the training, the Ejido Commissioner and the President of the local council will be invited to a guided tour during which the objectives and achievements will be explained for each work site.

Stakeholder Group	Characteristics	Problems, needs, interests	Potential	Involvement in the project
<i>Primary Stakeholders</i>				
Farmers and fishers (*)	Income derived from agriculture, livestock and fishing	Require higher family income, environmental degradation and low primary production productivity	Interested in mangrove and flooded tropical forest conservation; local knowledge	Primary project beneficiaries
Women (**)	Vulnerable, marginalised groups, do not have their own income	Require income, improved capacities and self-esteem	Organised, hard-working, responsible, interested in bettering themselves	Primary project beneficiaries
Local families and inhabitants	Income derived from agriculture, livestock and fishing	Require higher income and need awareness building in environmental issues, conservation and management	May support projects and start joining them	Indirectly benefit through economic improvements, production linkages and environmental education
<i>Secondary stakeholders</i>				
SEDEMA	Interested in conservation and sustainable development	Requires sustainable projects for Veracruz	May provide managerial support	May collaborate in some activities
SECTUR	Promotes tourism and ecotourism activities	Increasing tourism and generating employment sources	May provide training support	May collaborate in some activities as a source of future support
CONAFOR	<u>Responsible for forest ecosystems (mangrove and flood forests)</u>	<u>Enhancing the sustainable management and conservation of forests</u>	<u>May support non-forest production chains</u>	<u>Promoting community well-being through sustainable forest management</u>
CONANP	<u>Responsible for natural protected areas and Ramsar sites</u>	<u>Improving the conservation and sustainable management of protected ecosystems (mangrove</u>	<u>Linking conservation to sustainable development</u>	<u>May collaborate in some activities and provide support in the future</u>

Stakeholder Group	Characteristics	Problems, needs, interests	Potential	Involvement in the project
		<u>forests)</u>		
Local municipal councils (Municipalities of Tecolutla, Actopan, Jamapa)	<u>Local government agencies</u>	Generating employment sources, increasing number of visitors, and seeking linkages among production activities	Linkages with rural groups	May collaborate in some activities as a source of future support
CSOs (PRONATURA, FMCN and local organisations)	Actively involved in conservation	<u>Sharing experiences</u>	Work experience with rural groups	May collaborate in some activities

(*) Tecolutla: i.) S.C.P.P. "Río Soteros" - Ciénaga del Fuerte, ii) - Salvemos los Humedales. Actopan Municipality: iii) La Mancha en Movimiento, iv) Cansaburros/San Isidro (to be established)
(**) Jamapa: La Mujer Artesana. Each ecotourism group will work specifically with women's groups.

2.2 Problem analysis

Problem tree and key problem: Climate change adaptation by rural communities in coastal areas requires the diversification and strengthening of their economies, fully integrating women in sustainable projects that will also ensure the conservation of ecosystem services provided by coastal forests on which they depend to face the challenges of new and variable environmental conditions.

Effects

- **Ongoing poverty and reduced quality of life of rural communities**
- **Forests are continued to be converted to agricultural land uses that do not generate good income levels for the local communities**
- **Limited alternatives to diversify and strengthen local economies and to reduce vulnerability and dependence on a single primary activity**
- **Women receive increasingly lower incomes and depend on men for their livelihood, and often become heads of households with limited alternatives to provide for their families**
- **Rural communities, and especially women, are increasingly vulnerable to climate change impacts**
- **Public policies do not consider environmental services as beneficial to conservation and as a requirement to improve the quality of life of downstream populations**
- **Limited opportunities to turn ecosystem conservation into an economically profitable activity for the benefit of both the communities and conservation itself**

Causes

- i) **Depletion of agricultural lands, lower production levels, more inputs required and increased land degradation due to bad management practices.**

Sub-causes:

- **Lack of technical training, more appropriate production methods and information on alternative markets for new products.**
- **Lack of alternatives to produce economic benefits from ecosystems in good conservation status.**

ii) Increased poverty, vulnerability and lack of alternatives

Sub-causes:

- Poor integration of women in the production sector and in training
- Greater need for organization and networking to ensure the sustainability of projects in rural areas
- Limited economic diversification alternatives
- Lack of technical training to access and sustain new projects
- No conservation incentives as current policies do not focus on environmental services

iii) Ongoing deforestation to make way for agricultural lands and coastal tourism developments (with limited involvement of local communities) causing a loss of environmental services.

Sub-causes:

- The current market economy is continuously demanding more resources at lower prices without any consideration for the degradation of the resource base or the functionality of the ecosystem
- Certain products are favoured by the current political system through subsidies or other types of support (e.g. livestock and sugar cane) at the expense of the ecosystem
- Firewood continues to be a basic necessity in the rural areas of Mexico and tree logging for the collection of firewood is still common practice
- Coastal tourism has been encouraged without proper land-use planning

The strengthening of ecotourism activities will increase the participation of women (through related activities such as crafts, food preparation, etc.) and interaction between community groups through ongoing and self-sustainable training programs. This will ensure a communication flow and sharing of experiences and skills, and will guarantee that more technical efforts of other institutions and organizations will reach a greater number of beneficiaries. The building of these capacities will help rural communities face the impacts of climate change and strengthen the local economies of the communities, including women, as well as the regional economy.

A special effort will be made to work with CONAFOR, CONANP and SECTUR to take advantage of the opportunities they provide and achieve recognition of the ecotourism groups established as well as the permanent school. The same will be done in the areas of mangrove and forest restoration.

Problem tree:

Effects

Ongoing poverty and reduced quality of life of rural communities

Limited alternatives to diversify and strengthen local economies and to reduce vulnerability and dependence on a single primary activity

Rural communities, and especially women, are increasingly vulnerable to climate change impacts

Limited opportunities to turn ecosystem conservation into an economically profitable activity for the benefit of both the communities and conservation itself

Forests are continued to be converted into agricultural land uses that do not generate good income levels for the local communities

Women receive increasingly lower incomes and depend on men for their livelihood, and often become heads of households with limited alternatives to provide for their families

Public policies do not consider environmental services as beneficial to conservation and as a requirement to improve the quality of life of downstream populations

Climate change adaptation by rural communities in coastal areas requires the diversification and strengthening of their economies, fully integrating women in sustainable projects that will also ensure the conservation of ecosystem services provided by coastal forests on which they depend to face the challenges of new and variable environmental conditions.

Causes

i) Depletion of agricultural lands, lower production levels, more inputs required and increased land degradation due to bad management practices

ii) Increased poverty, vulnerability and lack of alternatives

iii) Ongoing deforestation to make way for agricultural lands and coastal tourism developments (with limited involvement of local communities) causing a loss of environmental services

Lack of technical training, more appropriate production methods and information on alternative markets for new products

Poor integration of women in the production sector and in training

Greater need for organization and networking to ensure the sustainability of projects in rural areas

The current market economy is continuously demanding more resources at lower prices without any consideration for the degradation of the resource base or the functionality of the ecosystem

Lack of alternatives to produce economic benefits from ecosystems in good conservation status

Limited economic diversification alternatives

Lack of technical training to access and sustain new projects

Certain products are favoured by the current political system through subsidies or other types of support (e.g. livestock and sugar cane) at the expense of the ecosystem

No conservation incentives as current policies do not focus on environmental services

Firewood continues to be a basic necessity

Coastal tourism has been encouraged without proper land-use planning

2.3 Objectives

2.3.1 Development objective and impact indicators

Improve the social and economic well-being of coastal communities, focusing on the inclusion of women, diversifying alternatives and increasing and consolidating organized groups of ecotourism services by improving the capacities of both women and men to achieve the sustainable use of mangrove and flood forests, while ensuring their ecosystem services and contributing to sustainability and adaptation to climate change.

Impact indicators include:

- Empowerment of women to become involved in production, environmental care, improved living standards and environmental education activities within their communities (5 groups)
- Increased involvement of women in ecotourism groups and production (arts and crafts, nursery, honey) and best environmental practice (mud-and-sand stove use) (3 to 8 in each group)
- Increased number of community ecotourism groups trained in the coastal area (4) and improved income
- Greater cooperation and understanding of the importance of REDDES and ecosystem-based policies of adaptation to climate change among policy decision-makers, the tourism sector, forest-dependent communities, and other local groups through the development of community ecotourism.

2.3.2 Specific objective and outcome indicators

To develop a mechanism with women and men, using a participatory approach, for the short-term strengthening and training of four ecotourism groups and five organised women groups, and in the medium term, to build a permanent community ecotourism school and a meeting and training centre for women. Outcome indicators include:

- Awareness-building and training curriculum for Casa de la Mujer to promote the inclusion and training of women in production activities and improved living standards.
- Women in the ecotourism groups manufacture arts and crafts and/or food (**and develop their respective business plans**), and/or do the administration work and/or customer support work.
- Curriculum and training programme for the Permanent Community Ecotourism School **as well as a business plan** to strengthen training of four community ecotourism businesses operating currently, through a set of workshops, conferences and activities to expand their technical, organisational and administrative expertise.

PART 3. DESCRIPTION OF PROJECT INTERVENTIONS

3.1 Outputs

Output 1.

Development of a training curriculum and program for Casa de la Mujer to encourage women involvement, help them understand their potential and their skills, and learn new skills associated with sustainable production activities (including ecotourism), to raise their standard of living and improve their environmental best practice. The indicators are:

- By the end of the first year 3 to 8 women will be involved in each ecotourism group
- By the end of the first year there will be an outfitted meeting room for classes and workshops at the Casa de la Mujer in Jamapa, with the possibility to hold special gatherings and workshops for women, in facilities designed specifically for meetings
- By project completion (second year), the women will be trained in accounting and administration, customer support and/or manufacture and sale of arts and crafts and food, honey production as well as other businesses that they may be interested in
- By project completion (second year), there will be a programme of activities and training for future implementation at Casa de la Mujer

The means of verification include:

- List of activities to encourage women involvement in their communities and in production / best practice projects, and attendance sheets
- 6 training workshops for women, list of themes and attendance sheets
- Acquired training materials (3) and material generated during the courses and workshops held as part of the project (6)
- Review of the training programme by attendees through a questionnaire and self-assessment of each group of women at the start and end of their involvement
- Reconstruction of a meeting room at Casa de la Mujer, at La Matamba, Jamapa
- A meeting of women for experience sharing, photographic report
- Basic equipment for arts and crafts makers who lack these tools (sewing machines, scissors, machines to drill seeds, work materials, honey boxes, etc.)
- Participatory work programme to ensure Casa de la Mujer continuity and sustainability

Output 2.

Development of a curriculum and training programme for the Permanent Community Ecotourism School, to strengthen the training of four community ecotourism groups (consisting of women and men) through a set of workshops, conferences and activities to expand their technical, organisational and administrative expertise, equipped with material for ongoing training and updating of new members and awareness building of their own communities. The indicators are:

- By the end of the first year a classroom will be equipped for classes and workshops at the ecotourism camp
- By project completion (second year), the women will have self-defined roles within ecotourism projects
- By project completion (second year), 4 groups have attended courses / workshops at the Community Ecotourism School, and they have interpretation paths, a library of classroom materials **and their business plan**
- By project completion (second year) one ecotourism training programme will have been tested and assessed, with work programmes including workshops and courses taught with purchased training material and other material produced by course activities
- By project completion (second year), the 4 groups have formed a network with a shared Facebook
- By project completion (second year), there will be an update programme to be used in the future at the Permanent Ecotourism School

The means of verification include:

- Training curriculum and programme prepared jointly with community groups, for ecotourism and business plan training
- Outfitted classroom at the Ecotourism Camp
- 6 Ecotourism training workshops and courses, attendance lists

- Review of the training programme by attendees through a questionnaire and self-assessment of each Ecotourism group at the start and end of their involvement
- Materials for ongoing training and updating of new members: i) Recordings of classes taught in each course / workshop (10); ii) 1 Organisational manual of one group; iii) 1 Manual on best ecotourism practice for coastal ecosystems,
- Supporting material (3 videos of the ecotourism areas, webpage of each group, Facebook page of each group and a joint Facebook page)
- Participatory work programme to ensure the continuity and sustainability of the School
- Basic equipment for ecotourism groups that do not have it: binoculars, jackets, etc.

Output 3:

The ecotourism groups (women and men) carry out activities relating to environmental education, adaptation to climate change, and visit ecosystems in their respective communities. The indicators are:

- By project completion the groups have incorporated into their walks, explanations about what is climate change and the need to adapt
- By project completion the groups have given talks in their communities about the themes of this output
- By project completion (second year), 4 groups are actively involved in ecotourism in their own communities, as an awareness building mechanism particularly targeting children and young people.

The means of verification include:

- The 4 ecotourism groups incorporate in their walks, explanations about what climate change is and the need to adapt
- The 4 groups have given a talk in their communities, attendance list
- Each one of the 4 ecotourism groups has implemented three walks with their community and two workshops on climate change and adaptation, attendance list

3.2 Activities and Inputs

Output 1. Development of a training curriculum and program for Casa de la Mujer to encourage women involvement, help them understand their potential and their skills, and learn new skills associated with sustainable production activities (including ecotourism), to raise their standard of living and improve their environmental best practice.

- A1.1. Visits to the work areas and promotion and implementation of an awareness building workshop and encouragement of involvement in various activities
- A1.2. Reconstruction of the Casa de la Mujer at Jamapa to implement activities, workshops, gatherings, etc.
- A1.3. Two training workshops with a gender approach, empowerment, nutrition, physical activity
- A1.4. Two training workshops to manufacture arts and crafts, food, plant reproduction, etc.
- A1.5. A training workshop on accounting / administration and basic computer skills
- A1.6 Produce training materials from purchased materials and recordings of workshops, to create a permanent library.
- A1.7. An experience sharing meeting of women participating in all the groups.
- A1.8. Provide basic equipment (16 sewing machines, 6 seed drills, arts and crafts materials, honey boxes, etc.),

Output 2. Development of a curriculum and training programme for the Permanent Community Ecotourism School, to strengthen the training of four community ecotourism groups (consisting of women and men) through a set of workshops, conferences and activities to expand their technical, organisational and administrative expertise, equipped with material for ongoing training and updating of new members, and awareness building of their own communities.

- A2.1. Visits to the work areas and promotion and implementation of the workshop to develop the training curriculum and programme, jointly with community groups including both men and women
- A2.2. Training curriculum and programme prepared jointly with community groups, for ecotourism and business plan training

- A2.3. Outfit a classroom at the Ecotourism Camp
- A2.4. Give 2 computer use courses / workshops for all groups in three zones, to teach basic software (Word, Excel, PowerPoint) use, Internet (email, searches on Google, Google Earth), Facebook
- A2.5. Give 1 first aid course / workshop at the School, for all the groups
- A2.6. Give 1 course / workshop at the School on mangrove and flooded tropical forest ecology and their ecosystem services and indicator species
- A2.7. Give 1 course / workshop at the School, on design and creation of interpretation paths, and species identification
- A2.8. Give 1 course / workshop at the School on customer service
- A2.9. Give 1 course / workshop at the School on accounting and administration
- A2.10. Develop permanent training material and update material for new members (i. Recordings of classes taught in each course/workshop (10); ii. one Organisational manual of one group; iii. Manual on best ecotourism practice for coastal ecosystems
- A2.11. Basic equipment for ecotourism groups, to encourage them and help their sustainability while they prepare a project to get funds for equipment: 4 binoculars, 4 first aid kits, 8 bird and tree identification guides
- A2.12. Develop supporting material (3 videos of the ecotourism areas, webpage of each group, Facebook page of each group and a joint Facebook page)

Output 3:

The ecotourism groups (women and men) carry out activities relating to environmental education and adaptation to climate change, and visit ecosystems in their respective communities.

- A3.1 A workshop for all groups on what is climate change, the need to adapt and to incorporate their communities into these issues
- A3.2 Visits to each group to discuss these issues with all members and organise a workshop on climate change and adaptation
- A3.3 Preparation of a presentation for each group to make among their community
- A3.4 Organisation of the need for each group to set up a journey with their community

3.3 Strategic approaches and methods

i. Participatory planning: From the beginning, the project will work with all the women and ecotourism groups to be included in this training phase. There will be active involvement of stakeholders/beneficiaries, in particular women, in all the stages of the process: from its approval there will be specific discussions with each group and an initial joint workshop will be held. A plan will be developed with them about involvement during the project and beyond, as part of Casa de la Mujer and of the Permanent Ecotourism School.

ii. Woman-to-woman and farmer-to-farmer training and experience sharing. Basically, the project hopes to achieve appropriate capacity building to ensure the successful implementation of production, ecotourism and conservation of mangroves and tropical forests. Training will be through courses and workshops with practical and experiential activities, so that there is actual training and not only a transfer of information. In particular, the members of the Ecoguías La Mancha en Movimiento group, including men and women with more than 20 years' experience working in ecotourism and supporting INECOL research activities, will be encouraged to act as trainers. It has been shown that farmer-to-farmer experience sharing has significant impact on rural groups. Therefore, there will be a mix of experiences and involvement of technical experts. There will be an effort to ensure that members of other groups gradually take on this role.

iii. Self-assessment: The groups will be encouraged to self-assess the work produced in the previous ITTO project (Lazos-Ruiz A et al. 2014. Green Rural Enterprises: guidelines for empowering local groups towards sustainable ventures. J. Environmental Planning and Management 57(12): 1849-1871) at the beginning and at the end of the training. This process includes the involvement of external agents and also people from their own group, so in this sense the tool will help them make corrections as they advance.

iv. Previous work done with women in the area helped understand their problems in participating, and where they are interested in being involved. There will be a first awareness building and gender issues workshop, and there will be an effort to provide better training and design in activities that they already carry out (crafts and food), linking them with ecotourism and, for those who so wish, accounting, administration and basic computer skills. Having a place where they can all gather (Casa de la Mujer) will offer a way to promote their involvement. The involvement of every group will be monitored to ensure problems are being resolved.

iv. Project sustainability: it will be ensured through two approaches. The first approach will involve the interrelation of different women's groups through courses and sharing of experiences, the development of a network and their involvement in ecotourism activities to provide them with a faster income-generating alternative, which will act as an incentive. Furthermore, they will be strongly encouraged to interact with the women involved in the group of eco-guides "Ecoquíes La Mancha en Movimiento", who have already come a long way in this respect. The second approach will involve working with the municipality and the state government. There have been many changes in the Mexican government administration, and interrelations between different levels of government are only starting to be established now.

3.4 Work Plan

	Responsible Party	Year 1				Year 2			
		1	2	3	4	1	2	3	4
Output 1. Develop a training curriculum and program for Casa de la Mujer	PMC								
A1.1. Visits to the work areas and promotion and implementation of an awareness building workshop and encouragement of involvement in various activities	PMC, LAP, Consultancy								
A1.2. Reconstruction of the Casa de la Mujer at Jamapa to implement activities, workshops, gatherings, etc.	LAP								
A1.3. Two training workshops with a gender approach, empowerment, and nutrition	PMC, Consultancy								
A1.4. Two training workshops to manufacture arts and crafts, food, plant reproduction, etc.	Consultancy								
A1.5. A training workshop on accounting and administration and use of computers	Consultancy								
A1.6. Produce training materials from purchased materials and recordings of workshops, to create a permanent library.	PMC, LAP, Consultancy								
A1.7. An experience sharing meeting of women participants in all the groups	PMC, LAP								
A1.8. Provide basic equipment (10 sewing machines, 6 seed drills, arts and crafts materials, honey boxes, computers etc.),	PMC								
Output 2. Develop a training curriculum and programme for the Permanent Community Ecotourism School									
A2.1. Visits to the work areas and promotion and implementation of a workshop to develop the training curriculum and programme, jointly with community groups	PMC, LAP								
A2.2. Training curriculum and programme prepared jointly with community groups, for ecotourism and business plan training	PMC, LAP								
A2.3. Outfit a classroom at the Ecotourism Camp	PMC								
A2.4. Give 2 computer use courses / workshops for all groups in three zones, to teach basic software, Internet, Facebook	Consultancy								
A2.5. Give 1 first aid course / workshop at the School, for	Consultancy								

		Year 1				Year 2			
		1	2	3	4	1	2	3	4
	Responsible Party								
all the groups									
A2.6. Give 1 course / workshop at the School on mangrove and flooded tropical forest ecology and their ecosystem services and indicator species	PMC, LAP, Ecoguiás								
A2.7. Give 1 course / workshop at the School, on design and creation of interpretation paths, and species identification	PMC, LAP, Ecoguiás								
A2.8. Give 1 course / workshop at the School on customer service	Consultancy								
A2.9. Give 1 course / workshop at the School on accounting and administration	Consultancy								
A2.10. Develop permanent education material (i. Recordings of classes taught in each course / workshop (20); ii. Organisational manual of one group; iii. Manual on best ecotourism practice for coastal ecosystems	PMC, LAP, Consultancy								
A2.11. Basic equipment for ecotourism groups to encourage them and ensure their sustainability while they develop a project	PMC								
A2.12. Develop supporting material (3 videos of the ecotourism areas, webpage of each group, Facebook page of each group and a joint Facebook page)									
Output 3: The ecotourism groups (women and men) carry out activities relating to environmental education and adaptation to climate change, and visit ecosystems in their respective communities.									
A3.1 A workshop for all groups on what is climate change, the need to adapt and to incorporate their communities into these issues	PMC, LAP,								
A3.2 Visits to each group to discuss these issues with all members and organise a workshop on climate change and adaptation	PMC, LAP,								
A3.3 Preparation of a presentation for each group to make among their community	PMC, LAP, Ecotourism / women groups								
A3.4 Organisation of the need for each group to set up path routes with their community	PMC, LAP,								

3.5 Budget

3.5.1 Master budget schedule

3.5.2 Consolidated budget by component

Consolidated Yearly Budget

(including inputs and unit cost)

Budget components		Inputs	Unit cost	TOTAL	YEAR 1	YEAR 2
10	Project personnel					
	11. Researcher Coordinator	224 days	\$ 58.07	\$ 13,007.68	\$ 6,068.32	\$ 6,939.37
	11.1. Academic technicians (2)	224 days	\$ 43.55	\$ 9,755.20	\$ 4,877.60	\$ 4,877.60
	12.1 Technician (for the entire ecotourism project)	24 months	\$ 1,200.00	\$ 28,800.00	\$ 14,400.00	\$ 14,400.00
	12.2. Labour (field labourers)	12 months	\$ 625.00	\$ 7,500.00	\$ 5,625.00	\$ 1,875.00
	19. Component Total			\$ 59,062.88	\$ 30,970.92	\$ 28,091.97
20	Sub-contracts					
	21. Videographer and photographer	service	\$ 3,775.00	\$ 3,775.00	\$ 1,887.50	\$ 1,887.50
	22. Environmental consultant in ecotourism	service	\$ 3,775.00	\$ 3,775.00	\$ 1,887.50	\$ 1,887.50
	23 Administration, accounting and business plan professionals	service	\$ 1,550.00	\$ 1,550.00	\$ 775.00	\$ 775.00
	24 Professional printing service (manuals)	service	\$ 6,000.00	\$ 6,000.00	\$ 3,000.00	\$ 3,000.00
	29. Component Total			\$ 15,100.00	\$ 7,550.00	\$ 7,550.00
30	Duty travel					
	31. DSA					
	31.1. DSA Coordinator	20 months	\$ 100.00	\$ 2,000.00	\$ 2,000.00	
	31.2. DSA Expert in charge	24 months	\$ 150.00	\$ 3,600.00	\$ 1,800.00	\$ 1,800.00
	31.3. DSA workshop leaders, communicators and invited experts	22 months	\$ 500.00	\$ 11,000.00	\$ 5,500.00	\$ 5,500.00
	39. Component Total			\$ 16,600.00	\$ 9,300.00	\$ 7,300.00
40	Capital items					
	41 Laboratory, library, herbarium facilities	Global	\$ 50,000.00	\$ 50,000.00	\$ 25,000.00	\$ 25,000.00
	43 Vehicle	Global	\$ 22,000.00	\$ 22,000.00	\$ 22,000.00	
	44.1 Professional microphone	2 units	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	
	44.2 Equipment for "Casa de la mujer" classroom (desktop computer, printer, projector, screen, board)	package	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	
	44.3 Ecotourism equipment (12 binoculars)	12 units	\$ 400.00	\$ 4,800.00	\$ 4,800.00	
	44.4 Ecotourism equipment (20 nature guides)	20 units	\$ 25.00	\$ 500.00	\$ 500.00	
	44.5 Women's groups equipment (10 sewing machines)	10 units	\$ 500.00	\$ 5,000.00	\$ 5,000.00	
	44.6 Women's groups equipment (6 bench drills, drills and miscellaneous tools)	package	\$ 166.67	\$ 1,000.00	\$ 1,000.00	
	44.7 Computers for the women (4 laptops)	4 units	\$ 1,000.00	\$ 4,000.00	\$ 4,000.00	
	49. Component Total			\$ 92,800.00	\$ 67,800.00	\$ 25,000.00
50	Consumable items					
	51.1 Rebuilding materials for Casa de la Mujer	Global	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	
	51.2 Classroom equipment (tables, board, chairs, flip chart)	Global	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	

	51.3 Materials (yarn, material, dyes)	Global	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00
	51.4 First aid materials for each group	Global	\$ 734.00	\$ 734.00	\$ 734.00	
	52 Stationery (30 USB, CDs, stationery items)	Global	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00
	53 Transport fuel	24 months	\$ 304.00	\$ 7,296.00	\$ 3,648.00	\$ 3,648.00
	54 Materials for awareness building workshops	Global	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00
	59. Component Total			\$ 23,530.00	\$ 18,382.00	\$ 5,148.00
60	Miscellaneous					
	61. Sundry expenses					
	61.1 Courier	Global	\$ 148.00	\$ 148.00	\$ 74.00	\$ 74.00
	61.2 ISBN	3 records	\$ 150.00	\$ 150.00		\$ 150.00
	61.3 Photocopies	Global	\$ 300.00	\$ 300.00	\$ 150.00	\$ 150.00
	61.4 Electronic media broadcasting	Global	\$ 500.00	\$ 500.00	\$ 500.00	
	61.5 Expenses to receive beneficiary groups at the workshops (including accommodation, meals, chair hire, tarpaulins, etc.)	13 events		\$ 5,000.00	\$ 2,500.00	\$ 2,500.00
	61.6 Labour for the construction of Casa de la Mujer	Global	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	
	62. Audit costs	2 services		\$ 6,000.00	\$ 3,000.00	\$ 3,000.00
	63. Contingencies	Global		\$ 1,000.00	\$ 500.00	\$ 500.00
	69. Component Total			\$ 21,098.00	\$ 14,724.00	\$ 6,374.00
70	National management costs					
	71. Executing Agency Management Cost			\$ -		
	72. Focal point monitoring			\$ -		
	79. Component Total			\$ -	\$ -	\$ -
80	SUB-TOTAL			\$ 228,190.88		
	Project monitoring & administration					
	81. ITTO monitoring and review costs			\$ 5,000.00		
	82. ITTO mid-term, final and ex-post evaluation			\$ 6,500.00		\$ 6,500.00
	83. ITTO programme support costs (12% of items 10 - 82 above)			\$ 16,671.36		
	84. Donor monitoring costs					
	89. Component Total			\$ 28,171.36		
100	Refund of Pre-project Costs (pre-project budget)					
	GRAND TOTAL			\$ 256,362		

	BUDGET COMPONENTS							
OUTPUTS / ACTIVITIES + Non-activity based expenses	10. Project personnel	20 Sub-contracts	30 Duty travel	40 Capital items	50 Consumable items	60 Miscellaneous	Year	GRAND TOTAL
Output 1. Each ecotourism / arts and crafts group will work specifically with women								
A1.1. An awareness building workshop and promotion of ecotourism / arts and crafts and their advantages	\$32,000.00	\$0.00	\$420.00		\$950.00		y1 -y2	\$33,370.00
A1.2. Reconstruction of the Casa de la Mujer at Jamapa to implement activities, workshops, gatherings, etc.			\$150.00		\$9,000.00		y1	\$9,150.00
A1.3. Two training workshops with a gender approach, empowerment, and nutrition		\$1,400.00	\$500.00					\$1,900.00
A1.4. Two training workshops to manufacture arts and crafts, food, plant reproduction, etc.	\$600.00	\$1,200.00	\$600.00		\$2,720.00		y1 -y2	\$5,120.00
A1.5. A training workshop in accounting, administration, computer skills		\$1,200.00	\$260.00	\$4,500.00	\$300.00		y1	\$6,260.00
A1.6. Produce training materials from purchased materials and recordings of workshops, to create a permanent library.		\$800.00	\$200.00	\$800.00	\$900.00			\$2,700.00
A1.5. Experience sharing meetings of women participants in all the groups			\$300.00		\$1,100.00	\$798.00	y2	\$2,198.00
A1.8. Provide basic equipment (10 sewing machines, 6 seed drills, arts and crafts materials, honey boxes, computers etc.)				\$6,000.00				\$6,000.00
Sub-total 1	\$32,600.00	\$4,600.00	\$2,430.00	\$11,300.00	\$14,970.00	\$798.00	y1 -y2	\$66,698.00
Output 2. Develop a training programme for the Permanent Community Ecotourism School								
A2.1. Visits to the work areas and promotion and implementation of a workshop to develop the training curriculum and programme, jointly with community groups			\$500.00					\$500.00

A2.2. Training curriculum and programme prepared jointly with community groups, for ecotourism and business plan training	\$500.00				\$420.00						y1	\$920.00	
A2.3. Outfit a classroom at the Ecotourism Camp	\$500.00						\$4,500.00		\$3,500.00		y1	\$8,500.00	
A2.4. Give 2 computer use courses / workshops for all groups in three zones, to teach basic software, Internet, Facebook	\$1,100.00		\$100.00		\$800.00						y1	\$2,000.00	
A2.5. Give 1 first aid course / workshop at the School, for all the groups			\$1,700.00		\$1,800.00				\$1,740.00		y1	\$5,240.00	
A2.6. Give 1 course / workshop at the School on mangrove and flooded tropical forest ecology and their ecosystem services and indicator species	\$700.00		\$100.00		\$2,000.00				\$540.00		y1	\$3,340.00	
A2.7. Give 1 course / workshop at the School, on design and creation of interpretation paths, and species identification	\$900.00		\$800.00		\$2,800.00				\$800.00		y1	\$5,300.00	
A2.8. Give 1 course / workshop at the School on customer service			\$1,100.00		\$1,800.00				\$540.00		y1	\$3,440.00	
A2.9. Give 1 course / workshop at the School on accounting and administration			\$1,200.00		\$350.00				\$540.00			\$2,090.00	
A2.10. Develop materials for ongoing training and updating of new members (workshop recordings and manuals)					\$850.00		\$1,000.00				\$11,000.00	y1 -y2	\$12,850.00
A2.11. Basic equipment for ecotourism groups to encourage them and ensure their sustainability while they develop a project							\$4,000.00					\$4,000.00	
A2.12. Develop supporting material (3 videos of the ecotourism areas, webpage of each group, Facebook page of each group and a joint Facebook page)			\$5,500.00								\$300.00	\$5,800.00	
Sub-total 2	\$3,700.00		\$10,500.00		\$11,320.00		\$9,500.00		\$7,660.00		\$11,300.00	y1 -y2	\$53,980.00

Output 3: The ecotourism groups (women and men) carry out environmental education, and adaptation to climate change, and visits to ecosystems in their respective communities.													
A3.1 A workshop for all groups on what is climate change, the need to adapt and to incorporate their communities into these issues				\$1,500.00	I			\$540.00	I	\$1,600.00	I	y1	\$3,640.00
A3.2 Visits to each group to discuss these issues with all members and organise a workshop on climate change and adaptation				\$900.00	I					\$1,200.00	I	y1 -y2	\$2,100.00
A3.3 Preparation of a presentation for each group to make among their community								\$360.00	I	\$800.00	I	y1	\$1,160.00
A3.4 Organisation of the need for each group to set up path routes with their community				\$450.00	I								\$450.00
Sub-total 3				\$2,850.00	I			\$900.00	I	\$3,600.00	I	y1 -y2	\$7,350.00
Sub-total (ITTO)	\$36,300.00		\$15,100.00	\$16,600.00		\$20,800.00		\$23,530.00		\$15,098.00			\$128,028.00
Sub-total (Executing agency)	\$22,762.88	E				\$72,000.00	E			\$6,000.00	E	y1 -y2	\$100,762.88
Sub-total (Other sources)													
TOTAL	\$59,062.88		\$15,100.00	\$16,600.00		\$92,800.00		\$23,530.00		\$21,098.00			\$228,190.88*

(I) - ITTO Contribution

(E) - Contribution of executing agency / host government

(O) - Contribution of other sources

Yearly project budget by source – ITTO

Annual disbursements	Total	Year 1	Year 2
Budget components			
10. Project personnel	\$ 36,300.00	\$ 20,025.00	\$ 16,275.00
20. Sub-contracts	\$ 15,100.00	\$ 7,550.00	\$ 7,550.00
30. Duty travel	\$ 16,600.00	\$ 9,300.00	\$ 7,300.00
40. Capital items	\$ 20,800.00	\$ 20,800.00	
50. Consumable items	\$ 23,530.00	\$ 18,382.00	\$ 5,148.00
60. Miscellaneous	\$ 15,098.00	\$ 11,724.00	\$ 3,374.00
Sub-total 1	\$ 127,428.00	\$ 87,781.00	\$ 39,647.00
80. Project monitoring & administration	\$ 5,000.00		
81. Monitoring and review costs (effective estimation)	\$ 6,500.00		
82. Evaluation costs (effective estimation)			
Sub-total 2	\$ 138,928.00		
83. Programme support costs (12% of the total budget)	\$ 16,671		
84. Donor monitoring costs	\$ -		
90. Refund of Pre-project Costs	\$ -		
ITTO TOTAL	\$ 155,599		

Yearly project budget by source - Executing agency / Host government

Annual disbursements	Total	Year 1	Year 2
Budget components			
10. Project personnel	\$ 22,762.88	\$ 10,945.92	\$ 11,816.97
20. Sub-contracts	\$ -	\$ -	\$ -
30. Duty travel	\$ -	\$ -	\$ -
40. Capital items	\$ 72,000.00	\$ 47,000.00	\$ 25,000.00
50. Consumable items	\$ -	\$ -	\$ -
60. Miscellaneous	\$ 6,000.00	\$ 3,000.00	\$ 3,000.00
70. Executing Agency Management Cost	\$ -	\$ -	\$ -
TOTAL EXECUTING AGENCY /HOST GOVERNMENT	\$ 100,763	\$ 85,945.92	\$ 14,816.97

PART 4. IMPLEMENTATION ARRANGEMENTS

4.1 Executing agency and organisational structure

The Institute of Ecology A.C. will be the executing agency and the main institution in charge of technical and administrative aspects of the project. Involvement will include researchers, technicians and infrastructure. It has invited researchers from other institutions such as the Institute of Technology of Veracruz, Pladeyra (an environmental consulting firm) **and PARES AC (a civil society organization)**. INECOL structure and capabilities may be checked at www.inecol.mx.

4.2 Project management

INECOL is a public research centre within the National Research and Technology Council, CONACYT (Consejo Nacional de Investigación y Tecnología) with 40 years' experience. It has an administrative Management with a Sub directorate of Finance housing the Treasury Department and the Accounting Department, a Sub directorate for Institutional Development with the Department of Human resources and the Department of Planning and Monitoring. The Department of Accounting is in charge of the administration and control of the use and management of resources, as has happened with INECOL in previous ITTO projects. The Department of Procurement is in charge of making the purchases.

INECOL project participants include: Dr. Patricia Moreno-Casasola, Coordinator, who will work directly with the groups and their training; Dr. Gabriela Vázquez Hurtado, Researcher, who will provide support for training in ecology; Biologist Roberto Monroy Ibarra; Technical support and GIS expert; and a technician to be recruited.

Project participants from the Institute of Technology of Veracruz include: Dr. Luis Alberto Peralta, Researcher, who will provide support for training and organisation of new groups; and M I. A. Anilu Miranda Medina, who will provide support for training and organisation of new groups.

PLADEYRA project participants **will be Dr Isabel Garcia Coll and Alberto Niño MSc.** Their main role will be to provide support in the organization of training and to act as consultants on specific issues. **They will be supported by staff from PARES A.C.**

4.3 Monitoring and reporting

Mid-term technical and administrative reports will be submitted every six months at the end of the first, second and third semesters, with a listing of indicators and outputs for the period, once ITTO support has been received. Reports will be prepared preferably before Council Sessions. One of the technicians will be in charge of follow-up and monitoring of the project and will be in constant contact with the officer in charge of each area. Special formats will be available for gathering and inputting information in the databases, for workshop attendance and opinion gathering. The Final Report will be submitted during the quarter following the completion of the project, at the end of the two years of the project. The report will include the outputs of the project.

It is recommended that Steering Committee monitoring visits be made in the second quarter of the first and second years, when an annual meeting will be held with all the members of the project technical committee.

Permanent meetings will be held with ecotourism and women participant groups, as well as gatherings among them for training and networking purposes.

Mainstreaming of the project will be done through written and visual material developed on project outcomes, to assist in the widest possible dissemination of results.

ANNEXES

ANNEX 1. Profiles of the executing and collaborating agencies

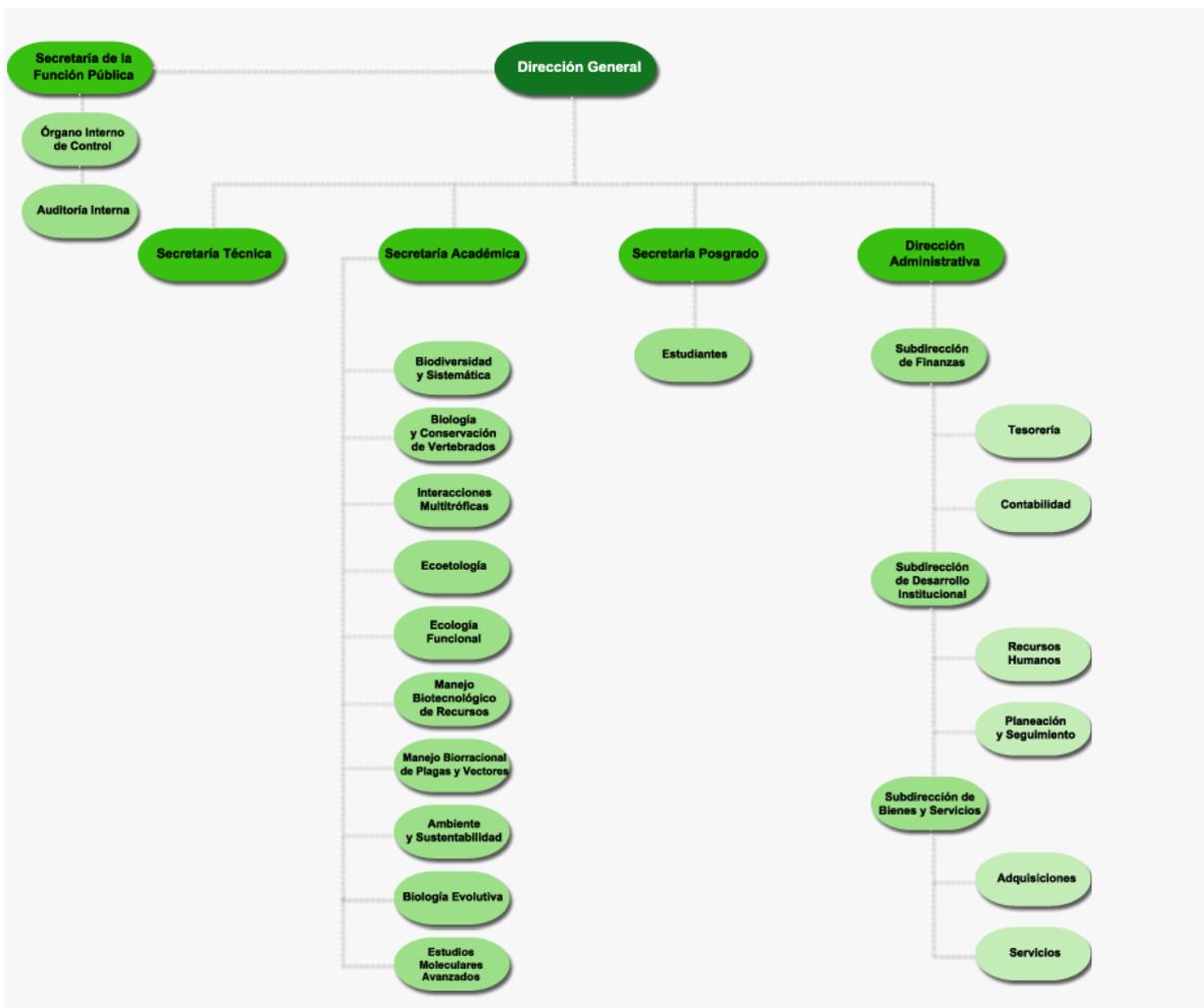
Instituto de Ecología A.C. (Institute of Ecology)

The Institute of Ecology A.C. (INECOL) was founded in 1975, and is part of the National System of Public Research Centres of the National Science and Technology Council, CONACYT; the latter gathers scientific and technological research institutions. Since 1989 it has been headquartered in the city of Xalapa, Veracruz. It is a basic and applied sciences research institution, focusing on biology. Its academic personnel include biologists, complemented by agronomists, chemists, geographers and foresters.

INECOL Mission: To develop, transfer and mainstream cutting-edge scientific and technological knowledge in ecology and biological diversity, for the benefit of society, and to contribute to innovative solutions to environmental, agricultural and forest problems. To train new talent in science and technology, achieving professional excellence, and to provide highly specialised professional ecology services. INECOL's vision is to be an international reference research centre for natural heritage study, conservation and management, with the ability to respond to the challenges of global environmental changes and sustainable development.

Infrastructure of the executing agency

The following flowchart shows INECOL's structure:



The project will be implemented in the Operating Ecology Network. The Mission of this Network is to study and understand the structure and operation of ecological systems with a view to generating knowledge that will help conserve, restore and adequately use natural resources in protected areas and in production areas.

Research streams are grouped under two major themes. The first includes Ecological Processes and covers Eco-Physiology, Structure and Role, Spatial and Time Patterns, Biotic interactions and Monitoring of biotic and abiotic resources. The second is Ecology of disturbance and regeneration. It includes Natural and human disturbance, Fragmented landscapes, Natural regeneration and restoration, Environmental services, Agricultural ecosystems and Human ecology.

INECOL has the following facilities available: Soils laboratory, Data display laboratory, Ecology laboratory, Tissue culture laboratory, Anatomy laboratory, Wood collection and woodwork, Herbarium with over 270,000 specimens of vascular plants and 35,000 fungi in a database, Library with over 22,000 books, 162 subscription magazine titles and map collection, Field facilities with dormitories, kitchen-dining-room and laboratories at CICOLMA, the La Mancha Coastal Research Centre (Centro de Investigaciones Costeras La Mancha), situated on the coast in Veracruz, at one of the sites of this project.

Personnel. INECOL administration includes 15 public servants at the senior level and 90 administration and support staff. There are 115 researchers and 83 technicians, with a total of 303 contracted individuals.

INSTITUTE OF TECHNOLOGY OF VERACRUZ

The National Higher Technological Education System (SNEST, Sistema Nacional de Educación Superior Tecnológica) comprises 249 institutions. With these institutions, SNEST has 387,414 bachelor and postgraduate students throughout the country, including the Federal District. The Institute of Technology of Veracruz will be involved in this project.

Its mission is to offer relevant, fair and quality higher technological education at the national level, which contributes to a fair and humane society.

CONSULTORÍA PLADEYRA, S.C. -PLANEACIÓN, DESARROLLO Y RECUPERACIÓN AMBIENTAL S. C.

PLADEYRA, S.C. is a civil society company incorporated in 1993 by a group of highly experienced experts, to contribute their scientific and production expertise to resolving complex problems that require multidisciplinary analysis, in both rural and urban areas. It focuses its offerings on alternatives promoting a balance between society and the environment, fostering sustainable development under government and/or private sector plans, so that the benefits can lead to positive social, economic and environmental outcomes.

PARES A.C. is a civil society organization associated to PLADEYRA. It is involved in environmental education and community work.

ECOGUÍAS LA MANCHA EN MOVIMIENTO

This group of community ecotourism established 19 years ago at La Mancha, has grown and worked extensively over this period of time. It has been involved in ITTO projects that gave rise to this project. For information go to their webpage at <http://www.ecoturismolamancha.com/>. They have a high level of community commitment and expertise, and will be a crucial element in farmer-to-farmer and woman-to-woman training. In the women's group they will deal with accounting, administration, and will manage the dining room. See video on YouTube: <https://www.youtube.com/watch?v=2nB21ypfr9c&t=47s>.

ANNEX 2. Tasks and responsibilities of key experts provided by the executing agency

Dr Patricia Moreno-Casasola Barceló (PMC). Officer in charge and General Coordinator of the project. Coordination of courses and dissemination of materials, workshops and group organisation, development of training project.

Expert in wetlands and dune ecology as well as in sustainable development. Doctor in Philosophy (PhD), Botanical Ecology Institute, University of Uppsala, Sweden. Specialisation in Sustainable Development, University of Lanús, Argentina. Level III Member of the National Researcher System (SNI III). She has taught in several graduate and post-graduate courses and has coordinated 52 theses for bachelor's degrees, master's degrees and PhDs on coastal ecosystem ecology and sustainable development. She has published more than 210 articles and chapters in national and international journals as well as books in her areas of expertise. She was the coordinator of ITTO projects PD 349/05 Rev.2 (F) and RED-PD045/11 Rev.2 (M).

Dr Gabriela Vázquez Hurtado (GVH). Support environmental training and development of materials.

Biologist, MSc and PhD in Sciences specialising in Ecology, from the National Biology School of the National Polytechnic Institute (*Escuela Nacional de Ciencias Biológicas of the Instituto Politécnico Nacional*). Level II Member of the National Researcher System (SNI II). She has researched aquatic ecosystem ecology including tropical rivers, volcanic lakes and coastal lakes. She has published 56 works on these subjects, including 42 articles (34 indexed articles, 6 non indexed articles and 2 popular scientific articles). She has worked on the ecology of lake systems at the La Mancha site, a part of the Mexican Long-term Ecological Research Network that has been monitoring the La Mancha area since 2009, helping identify change trends in this ecosystem.

Dr. Luis Alberto Peralta Pelaez (LAP). Officer in charge of training and work at Jamapa, at the Casa de la Mujer and with the Tembladeras group.

Researcher at the Institute of Technology of Veracruz and teacher at this institute, and postgraduate biochemical (environmental) engineering teacher at UNIDA and the Department of Chemical and Biochemical Engineering. At the Institute of Technology of Veracruz, he researched a variety of fresh, brackish and salt water bodies including wetlands; he focused mainly on testing the water quality (physical and chemical characteristics), and bioindicator organisms (macro-invertebrates and coliform microorganisms) of environmental status or health.

Biol. Roberto Clemente Monroy Ibarra (RM). Officer in charge of Design and production of GIS, mapping, preparation of forms for the capture and input of data into databases, assistance to workshops and opinion gathering

Academic technician specialising in Geographic Information Systems. Institute of Ecology, A.C. He studied biology at the Universidad Nacional Autónoma de México. He has been in charge of geographical analyses and mapping for numerous ecology research projects on coastal dunes and wetlands, as well as management of the coastal area.

Dr Isabel García Coll (IGC). Consultancy support for training in specific subjects. Support for the development of the training project.

Bachelor in Biology from UNAM (1972), PhD in Biological Sciences (1980-1984) from Universidad de La Habana, Cuba specialising in Fisheries assessment and population ecology of fish in coral reefs. Director of Pladeyra, S.C. since 1993, where she has carried out and coordinated specialised studies including: 1. Land planning and training through environmental education workshops for organised sectors and officials. 2. Assessment for the integrated management of watersheds and regional studies. 3. Development of Management Programmes for Natural Protected Areas and assessments of critical or ecosystem-significant habitats. 4. Plans for climate change adaptation. 5. Environmental training and education.

ANNEX 3. Terms of reference of personnel and consultants funded by ITTO

Technician to work with communities

Biologist with experience in ecology studies of coastal ecosystems and community work, to coordinate operational activities of courses, community meetings and monitoring. Experience required in dealing with communities to ensure their involvement in daily course work, organising travel, meals, etc. Furthermore, the expert will need to have organisation skills to assist in the development of support material.

PLADEYRA, environmental consultant.

Proven ability to organise environmental training programmes and planning, with a widespread network of contacts to help recruit specific consultants specialising in gender issues and awareness building as well as ecotourism.

Photographer(s) and video editor

Ample experience in taking photographs and filming coastal wetlands and rural communities.

ANNEX 4. Recommendations of ITTO Expert Panel and relevant modifications

1. Improve the list of abbreviations and acronyms by including all those used in the project proposal. **It was improved; changes were marked in bold and underlined.**
1. Improve Section 1.2.1 by referring to the ITTO Strategic Action Plan for 2013-2018 and by taking into account the ITTO Policy Guidelines on Gender Equality and Empowering Women (GEEW) and the Guidelines for Environmental and Social Risks and Impacts Assessment in ITTO projects (ESIA). **This section was extended and it was marked in bold and underlined. This point was also raised in the overall assessment.**
3. Improve the problem analysis by focusing on issues of community ecotourism development and operation in the target areas. It is encouraged to use a problem tree in order to ensure the consistency of the key problem and specific objective as well as sub-causes and activities. **This section was extended and it was marked in bold and underlined. This point was also raised in the overall assessment. A problem tree was added, including causes and effects. It should be pointed out that the problem tree was neither marked in bold nor underlined because it is in PDF format.**
4. Improve the presentation of the development and specific objectives in a concise way in line with the refined key problem. **The recommendation was addressed and the redrafted text was marked in bold and underlined.**
5. Include an amount of US\$5,000 for ITTO Monitoring and Review Costs in the ITTO budget. Delete the empty table for yearly project budget by source – other sources. **The additional amount was included in the budget tables as requested and was added to the overall project cost at the beginning of the project proposal.**
6. Improve the sustainability after project completion by ensuring the extended use of “Women’s House” and the engagement and contributions from relevant local governments. **Letters of support from the municipality are currently being arranged; a paragraph was also added to indicate the strategy to be used to ensure project sustainability (3.3 Strategic approaches and methods, item v).**
7. Reduce the number of pages for Annex 1 (Profiles of the executing and collaborating agencies) and Annex 2 (CVs for key experts) as small project proposals are encouraged to be presented within 20 pages. **The number of pages in Annex 1 was reduced as requested (these deletions were not marked in the project document).**
8. Include an annex which shows the overall assessment and recommendations of the 54th Panel and the respective modifications in tabular form. Modifications should also be highlighted (**bold and underline**) in the text. **The responses were included in this Annex and all modifications were marked in bold and underlined in the text of the document.**